

PRESS RELEASE

Friendi mobile launches RO 5 and RO 3 recharge vouchers

Muscat:15 Sept 2012 - To add more value to its customers telecom experience, FRiENDi mobile has introduced two new recharge denominations of RO 5 and RO 3. This will complement the other FRiENDi recharge cards.

The new denominations are very convenient since customers are no longer required to scratch lower denominations like 500 baiza or RO 1 if they want to subscribe to the monthly RO 3 local call or mobile internet plans as well as for subscribing to the PC internet plans. The new recharge denominations are also available by way of Electronic vouchers at cash counters in all outlets of Lulu & Carrefour and Online recharges.

Announcing the new vouchers, Martin Glud, CEO, FRiENDi mobile said, *"We understand that our subscribers need to reach out to their friends and family at all times. At FRiENDi mobile, we have a customer first approach and always believe in providing differentiated and customized solutions to our customers. Right from introducing competitive tariffs and packages for mobile and internet in a way that offer value for money. We hope that the new recharge denominations will prove to be beneficial for our customers, drive usage, and also connect more users with the FRiENDi mobile network in the country"*.

As part of FRiENDi mobiles strategic re-branding exercise, the recharge cards now come in the new corporate color'Aqua'. Oman is the first country in the GCC to implement the program.The new 'Aqua' color has already been implemented at FRiENDi mobiles kiosks at the Airport and the City Centers and in its POS materials. In the next phase, FRiENDi mobile will be extending the new corporate color scheme to other premium dealers across Oman.

About FRiENDi mobile

Since its launch FRiENDi mobile has been offering great value to its customers and its success is a result of its full range of mobile services like low call rates, excellent call quality and coverage, 3.5G internet and friendly six-language customer service staff. The company has introduced many features that are completely new to Oman, such as recharging directly from www.friendimobile.om or having recharge cards available at every Carrefour cash counter. FRiENDi mobile is an international telecommunications group, headquartered in UAE, with presence in Oman, Jordan and Saudi Arabia, with more countries opening soon. To find out more about FRiENDi mobile, please visit www.friendimobile.om